

M UNIVERSITY OF MICHIGAN



University of Michigan

Institute for Research on Labor, Employment,
and the Economy (IRLEE)

Business Assistance Programs:

- Trade Adjustment Assistance
(TAA)
- Michigan Business: Surviving to Thriving
(MB:S2T)

offering our business **experience**

These programs provide:

- ❑ A high-level review of your business and recommendations in a written Plan
- ❑ State and Federal funds available, on a 50%-50% cost-shared basis, to improve Firm's competitiveness
 - ✓ \$25,000 State of Michigan Funds (MB:S2T)
 - ✓ \$75,000 Federal Funds (GLTAAC)

a variety of projects can be **cost-shared**

MARKETING

- Market Diversification Research
- Sales (New Market Growth)
- New Product Development

INDUSTRIAL AND SYSTEMS ENGINEERING

- Lean Manufacturing training
- Productivity improvements
- Industry certifications (ISO Medical, AS 9100)

FINANCIAL AND GENERAL MANAGEMENT

- Customizing, implementing ERP systems and training
- General Management training

WORKFORCE SKILLS

- Computer and Equipment Training
- General Skills Improvements

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trade adjustment
assistance
for firms

11 CENTERS NATIONALLY



PURPOSE

To assist small manufacturers, hurt by increasing imports, to become more competitive.

UNIQUE

Only federal program specifically designed to help small manufacturing companies that have been hurt by imports.

GREAT LAKES Trade Adjustment Assistance Center

at the **M** UNIVERSITY OF MICHIGAN

Since 1983



dept. of commerce
eligibility criteria for

TAA for Firms

- ✓ Manufacturer
- ✓ In business at least 2 years
- ✓ Sales down 5%
- ✓ Employment down 5%
- ✓ At least one customer will verify they switched to overseas source
- ✓ Imports are up in the industry category

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Michigan Business: Surviving to Thriving

Michigan Department of Energy, Labor and Economic Growth funded

MB:S2T



Michigan
Business
Surviving to
Thriving

Michigan Business: Surviving to Thriving

Eligibility

- ✓ At-risk Michigan business
- ✓ In business for two years
- ✓ Plans to strengthen their Michigan operations



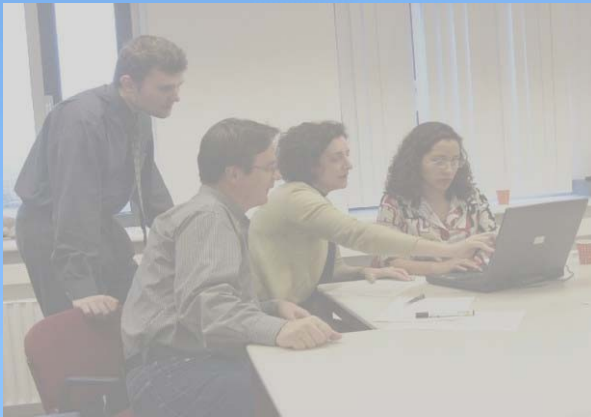
**Michigan
Business
Surviving to
Thriving**

Michigan Business: Surviving to Thriving

- Application
- Planning phase
- Implementation phase



Michigan
Business
Surviving to
Thriving



MB:S2T



Michigan
Business
Surviving to
Thriving

Planning Phase (\$1,000 - \$4,000)

Site Visit:

- ✓ Interview key managers
- ✓ Observe and evaluate operational processes

Adjustment Plan:

- ✓ Industry Overview
- ✓ Functional Business Analysis: Financial, Sales & Marketing, Manufacturing/Process, Support Systems
- ✓ SWOT Analysis
- ✓ Recommendations

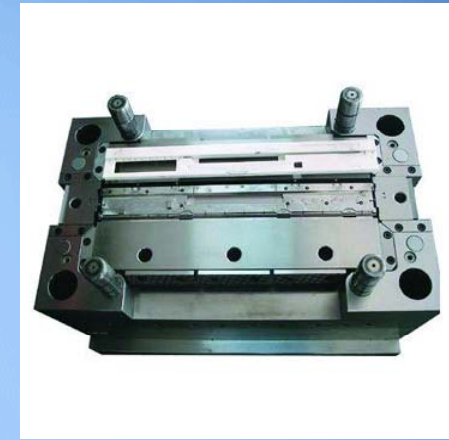
Michigan Business: Surviving to Thriving

Implementation Phase

- Implement the projects outlined in the adjustment plan
- Arrange for external expertise:
 - ✓ Competitive bidding process
 - ✓ Database of consultants
- Reimburse for professional fees incurred
- Monitor Performance

Testimonials

"Because of the [IRLEE] programs we have been able to 'rethink' our way of doing business, train employees to utilize tools available to better communicate with our customers, train our project management team to learn lean tool & die making methods." *Tool & Die company*



"[MB:S2T] has been vital in the restructuring of our company. The assistance from [MB:S2T] has allowed us to diversify our business and helped us to venture into non-automotive dependent fields." *Machining company*

Testimonials (cont.)

"Since the inception of MB:S2T we have been able to Increase our Sales contacts thru web-site redesign and web based search engine improvements." *Fixture builder*



"Our firm's current success with its growth strategy of product and market diversification is a direct result of the assistance received from the [MB:S2T] program and the staff at the University of Michigan." *Plastics company*



MB:S2T + TAA = Exceptional ROI

Investment:

- ✓ \$1,000 - \$4,000 program fees
- ✓ Management time

Return:

- ✓ Business Review and written Roadmap
- ✓ \$25,000 to \$100,000 in Matching Funds



Michigan Business: Surviving to Thriving (MB:S2T)

John Antos

Project Manager – MB:S2T & GLTAAC
734-998-6227, jantos@umich.edu

Stephanie Little

Project Manager – MB:S2T
734-998-6640, stli@umich.edu

www.IRLEE.umich.edu

Great Lakes Trade Adjustment Assistance Center
(GLTAAC)

www.GLTAAC.org

